

August 16, 2022

The Manager
Corporate Relationship
Department
BSE Limited
1st Floor, New Trading Wing,
Rotunda Building,
P J Towers, Dalal Street, Fort,
Mumbai - 400001

BSE Security Code: 500043

The Manager
Listing Department
**National Stock Exchange
of India Limited**
Exchange Plaza, 5th Floor,
Plot No. C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

NSE Symbol: BATAINDIA

The Secretary
**The Calcutta Stock
Exchange Limited**
7, Lyons Range,
Kolkata - 700001

CSE Scrip Code: 10000003

Dear Sir/Madam,

Post Earnings' Call Presentation

Further to our letter dated August 8, 2022, regarding Post Earnings Call schedule, we are submitting pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), the presentation to be made during the said call.

This is for your information and records.

Thanking you,

Yours faithfully,

For BATA INDIA LIMITED



Nitin Bagaria

Company Secretary and Compliance Officer

BATA INDIA LIMITED

CIN: L19201WB1931PLC007261

Registered Office: 27B, Camac Street, 1st Floor, Kolkata-700016, West Bengal || Tel.: (033) 23014400 || Fax: (033) 22895748
E-mail: in-customer.service@bata.com || Website: www.bata.in

Q1 FY23 Investors Presentation

Bata India Limited



Bata

DISCLAIMER

This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward-looking statements. The future involves risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include various internal and external factors such as general economic conditions, raw material prices, industrial relations and regulatory developments.



AGENDA

01

Business Overview

02

Business Strategy

03

Key Highlights

04

Financial Strategy

BUSINESS OVERVIEW



BATA: INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND

1880+ EBO & SIS in 800+ Towns

Achieved Highest ever Quarterly Sales

Sneaker Studios implemented in 125 Stores

Deep Market Penetration – Presence across tiers

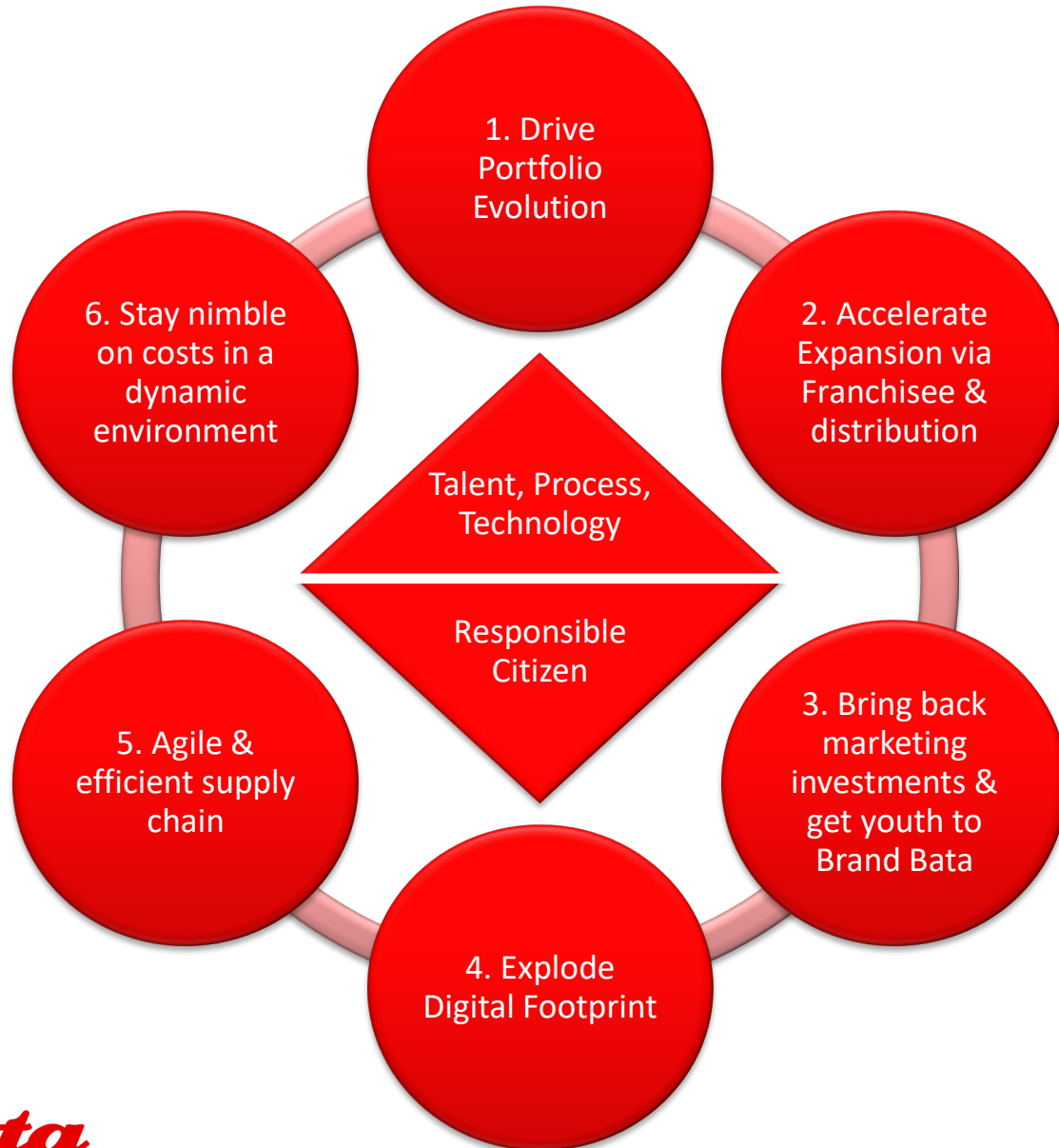
Extensive Product Offering catering different segments

Bata

BUSINESS STRATEGY



Strategic Thrust Levers for 2022-23 and onwards



1. Drive Portfolio Evolution

- Faster Sneaker growth

2. Accelerate Expansion via Franchise & Distribution

- Franchise Store addition
- Increase in Distributor WD%

3. Marketing Investments & youth to Bata

- Marketing campaigns – “Neo Casuals for Neo Leaders” & “Unlimited Sneakers”
- Focus on Digital Marketing

4. Explode Digital Footprint

- High growth in E-Comm over 2019
- Bata.in – Higher ASP than previous quarter

5. Agile & efficient Supply Chain

- Customer Returns reduction
- Speed to Market: Regional sourcing

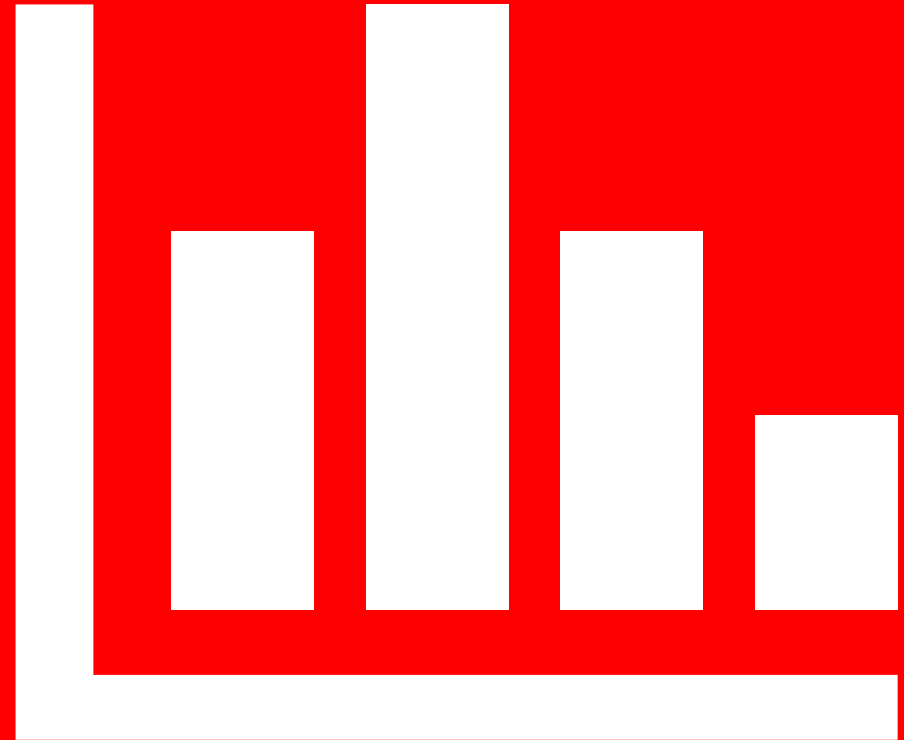
6. Stay nimble on costs

- Flexi Manpower

7. Talent, Process, Technology

- RDS live across all RDC's
- ERP Implementation in discussion
- Manufacturing package upgraded to latest version

KEY HIGHLIGHTS



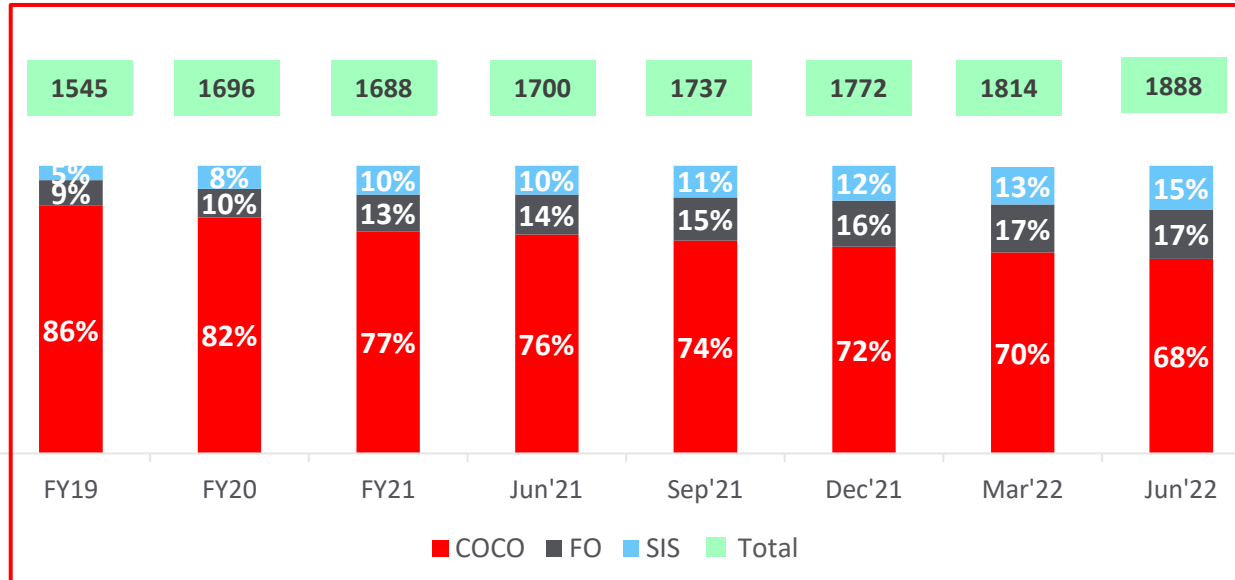
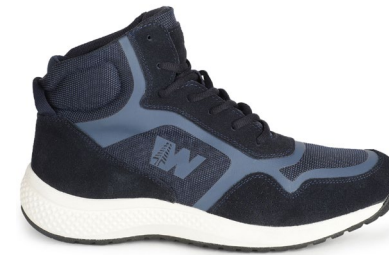
Continuing Retail & portfolio expansion

New / Relocation Doors :

- COCO | Franchise | SIS : 21 | 25 | 43

Renovations/ Facelifts

- Renovations & Facelift done by June '22 : 64



Sneaker Studio

125 Sneaker Studios across India

North-Star,

Power Sneakers, Volume & Brands were leading categories

Franchise Business Expansion continues

Net Additions in Q1 '23

20

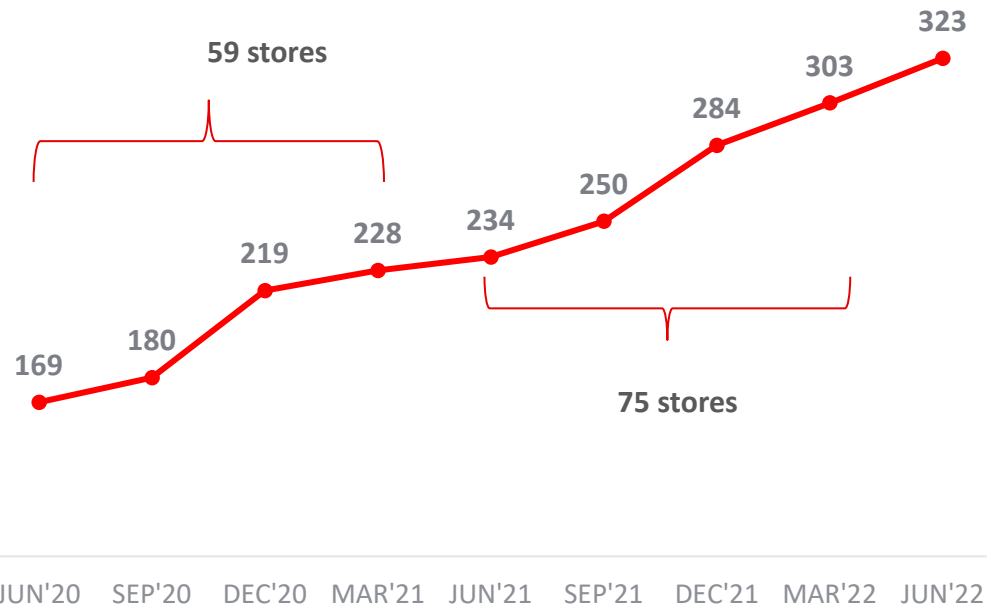
Towns Covered

275+

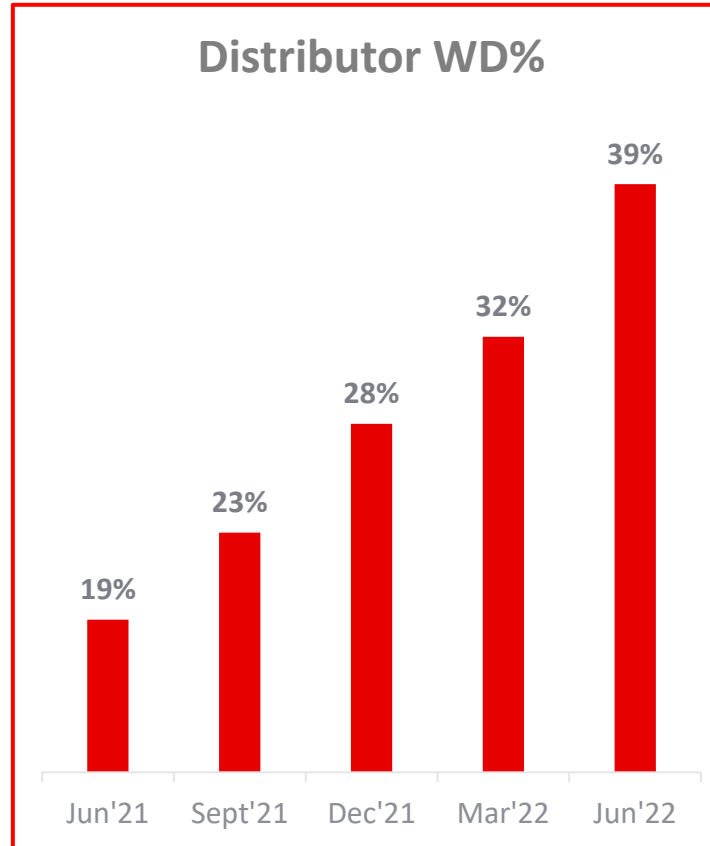
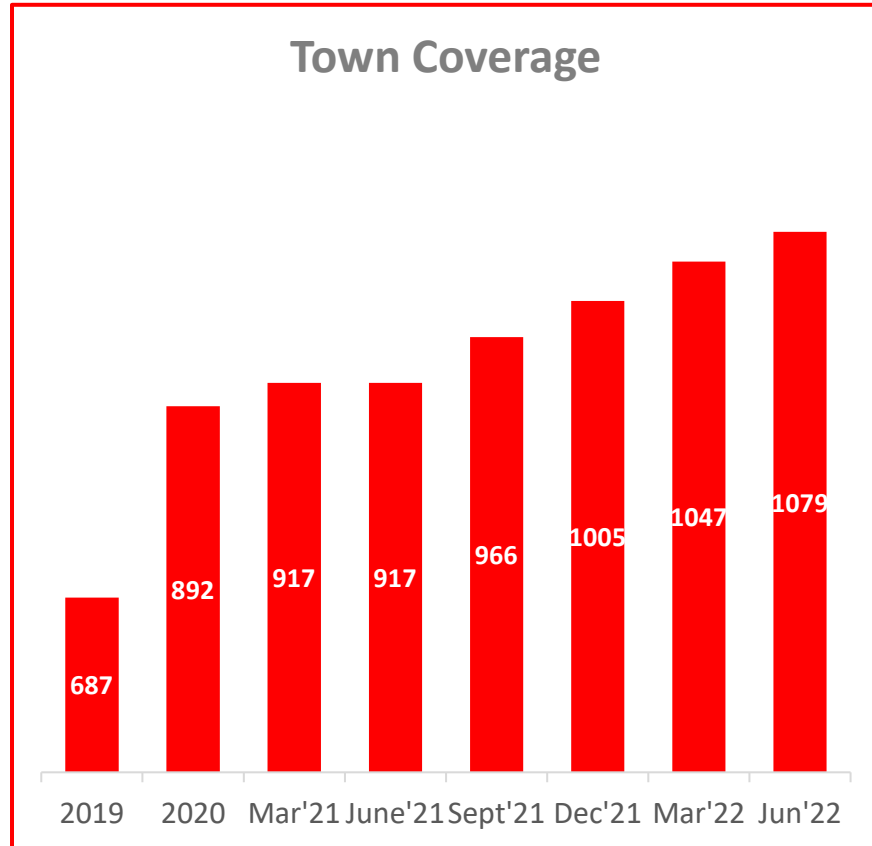
Vision

500

Franchise Stores

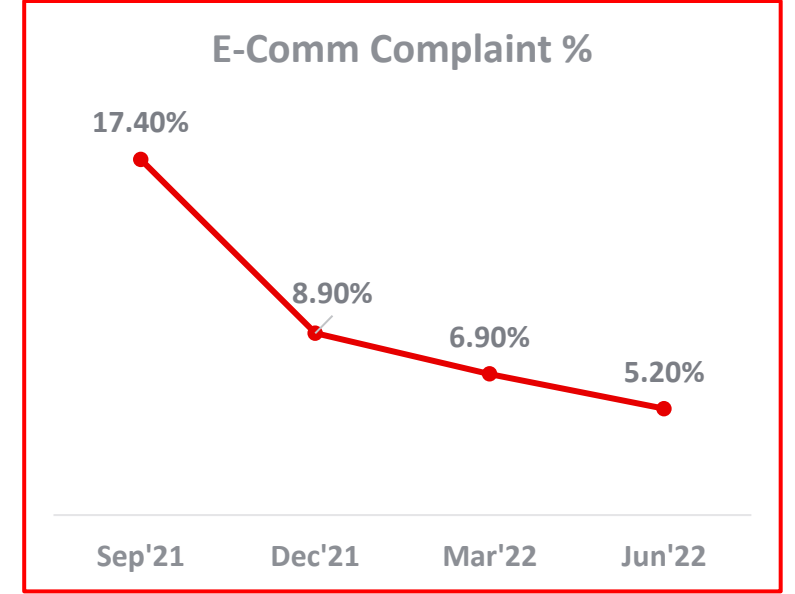
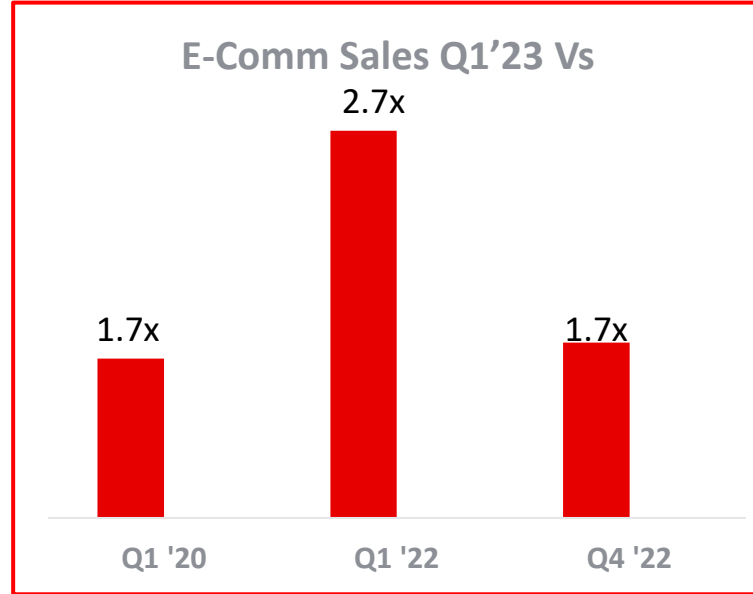
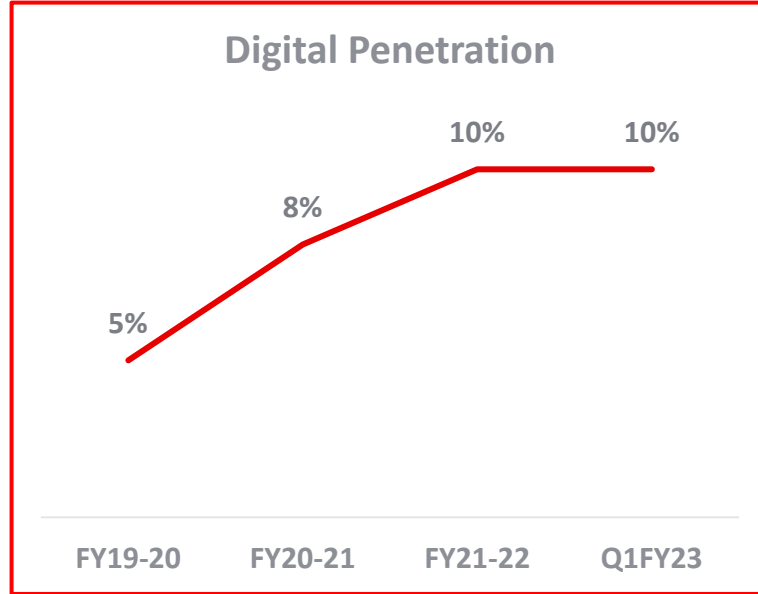


Expanded Reach to ~1079 Towns; Distributor WD 39% by Exit Jun'22



- Men's Dress Category continues to lead
- Launched Pilot on Men's/Ladies Open value-added range

Digital Enabled Sales - Continued Momentum..



- Bata.in: ~19% higher ASP in Q1'23 over Q1'22, Complaints below 6%
- 3PL facilities scale up digital business
- ~2X growth in Q1'23 over Q1'22 in B2C Marketplaces

Consistent Marketing Investments to drive footfall



- Wide assortment of sneakers through **Unlimited Sneaker** campaign
- **Neo Casuals for Neo Leaders** – Strengthen HP in casual category
- Bring back women shoppers through new **It's Got to be Bata, 24x7 casual collection** campaign with Disha. Younger Shoppers : Average Women Age fell by 1.2 years
- Sneaker & Women's TALY moved faster than Bata overall, Same For Hushpuppies Men's closed

New/Renovated/Facelift Stores



Pacific Mall - Delhi



Westend - Pune



Lulu Mall, Bangalore



Adyar Circle, Chennai

Other Key Highlights



New Retail Distribution System live in all RDCs



NPS stabilizes ~ 70 – Significant shift over Dec'21



Franchise Engagement Stepped up

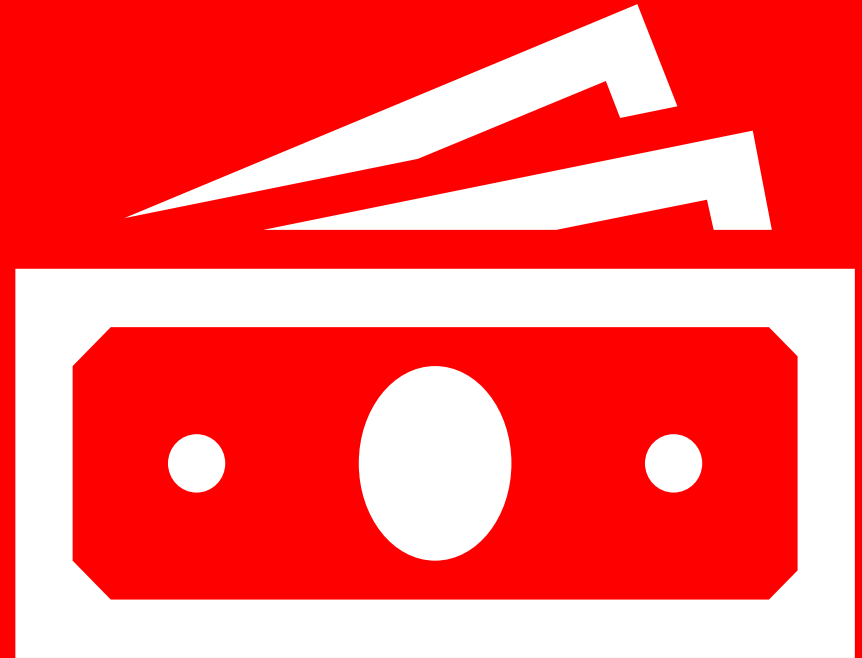


Employee CSR Volunteering

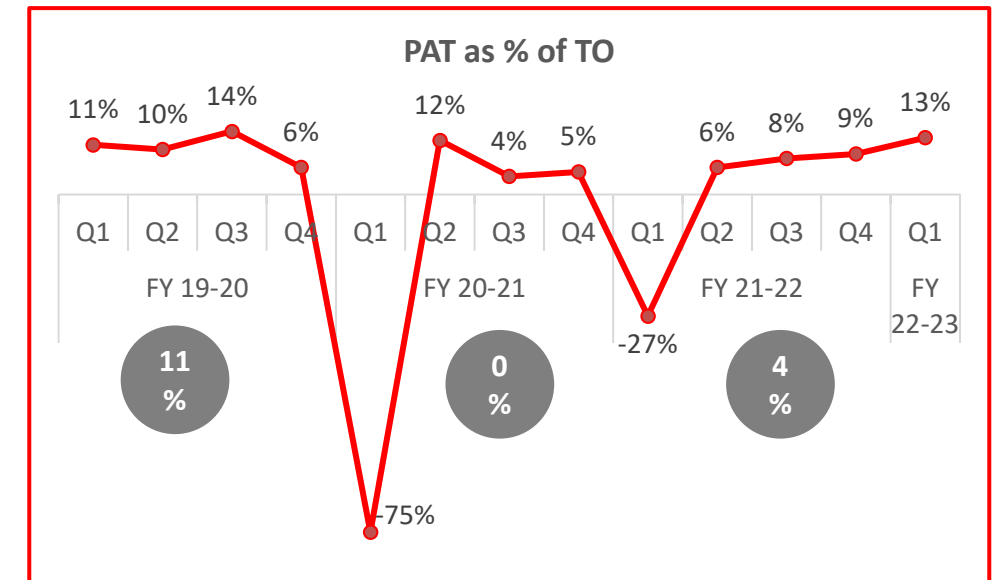
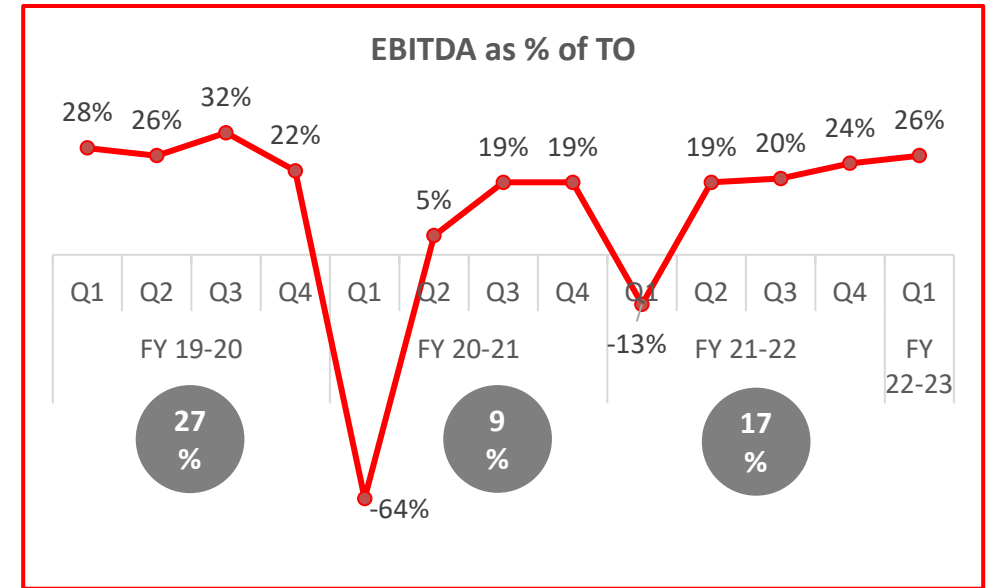
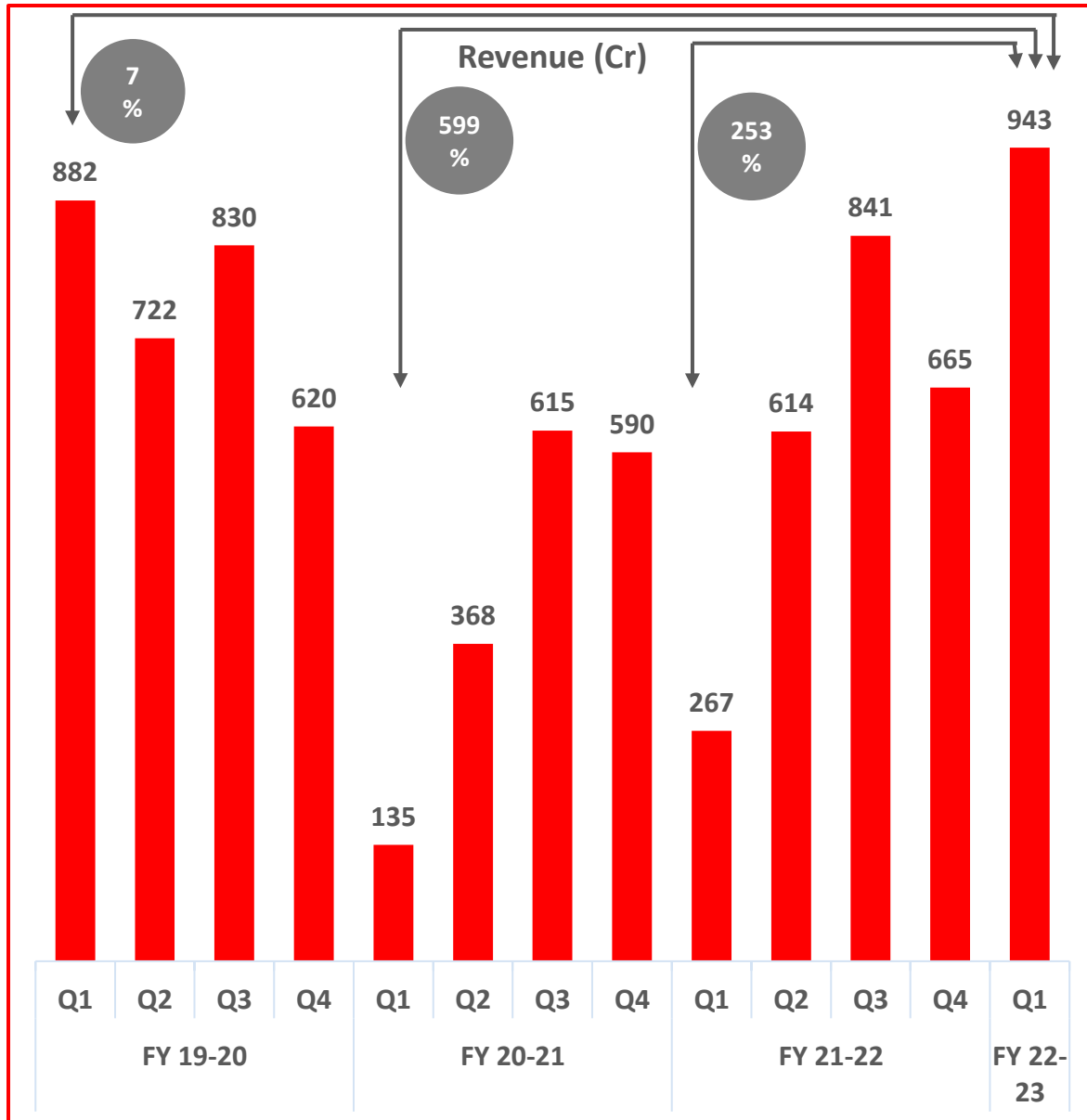


CII Award (1st) in the category Zero-Defect Organization

FINANCIAL SUMMARY



Financial Summary



THANK YOU



**COURAGE IS HALF WAY
TO SUCCESS**

TOMAS BATA

Bata

BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

Corporate Office: Bata House, 418/02, M. G. Road, Sector – 17, Gurugram – 122002, Haryana Telephone: (0124) 3990100 | Fax: (0124) 3990116/118 | E-mail: in-customer.service@bata.com

Registered Office: 27B, Camac Street, 1st Floor, Kolkata – 700016, West Bengal Telephone: (033) 23014400 | E-mail: share.dept@bata.com | Website: www.bata.in